

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-33/APP (GP-086-00-US)

Applicants: Chad LESTER, et al.

Serial No.: 10/749,110

Confirmation No.: 3154

Filing Date: December 29, 2003

Title: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

Examiner: Willow W. Noonan

Group Art Unit: 2446

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

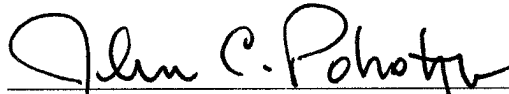
Since this Information Disclosure Statement ("IDS") is being filed before receipt (and assumed mailing) of a first

Office Action after the filing of a Request for Continued Examination ("RCE") on May 24, 2010, it should be considered under 37 C.F.R. § 1.97(b)(4). Accordingly, it is believed that no fee is due. If, however, an Office Action on the merits has been mailed after the filing of the RCE and before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Respectfully submitted,

June 18, 2010

A handwritten signature in black ink, reading "John C. Pokotylo", written over a horizontal line.

John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

STRAUB & POKOTYLO
788 Shrewsbury Ave.
Tinton Falls, NJ 07724